

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK2614 – PRINCIPLES OF MARKETING
(All sections / Groups)

5th JUNE 2018
9:00a.m – 12.00p.m
(3 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of (1) page with **FIVE (5)** Questions only.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Product or company needs a good competitive advantage to establish a good mindset among the consumer. From the competitive advantage that has been identified most companies would prepare a winning value proposition. As a marketing executive:

- a) What is competitive advantage and how firms can differentiate it? (5 marks)
 - b) Explain the **FIVE (5)** winning value propositions (15 marks)
- (Total: 20 marks)

QUESTION 2

Service have unique characteristics, which distinguish them from physical products. Explain these characteristics in details with examples.

(Total: 20 marks)

QUESTION 3

Incomma, a luxurious smart phones manufacturer in Hong Kong, intended to venture into Malaysia market with “more for more” value proposition. As the marketing consultation to Incomma, advise them on:

- a) How Incomma can justify the quality of its smart phones with market skimming pricing strategy? (4 marks)
 - b) What are the conditions Incomma must meet for this pricing strategy to work? (16 marks)
- (Total: 20 marks)

QUESTION 4

An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific time. Explain **FOUR (4)** advertising objectives.

(Total: 20 marks)

QUESTION 5

Explain the benefits of direct and digital marketing to sellers.

(Total: 20 marks)

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